

I. Conformity

Definition –

A. Some Reasons for Conformity

1. Normative Social Influence –

2. Informational Social Influence –

B. Asch (1955) Conformity Experiment –

II. Compliance

Definition –

A. Some Reasons for Compliance (Cialdini, 1977)

1. Reciprocity –

2. Commitment –

B. Compliance Techniques

1. "Door-in-the-Face" Technique –

2. "Foot-in-the-Door" Technique –

III. Obedience

Definition –

Milgram (1963) Obedience Experiment –

IV. Group Influence: Putting it all together

A. Effects of Groups on Performance

1. Social Facilitation –

2. Social Inhibition –

3. Social Loafing–

B. Group Interaction and Decision Making

1. Group Polarization –

2. Groupthink –

C. "Losing Yourself": Deindividuation –

Conformity

Following a group's standards or behavior as a result of group pressure, real or imagined (influence is indirect)

Normative Social Influence

Join group with desire to gain group approval and avoid group disapproval (according to group norms)

Informational Social Influence

Join group with willingness to accept opinions of group members or leaders about specific topics (perception of expertise of group members)

Compliance

behavior is influenced by authority or persuasion (influence is mostly indirect)

Obedience

behavior is the direct result of a command (influence is direct)

Reciprocity

Expectation of the return of an action ("quid pro quo" – do something for you, you do something for me)

Commitment

Expectation that an action will be performed because of an implied commitment to do so

"Foot-in-the-Door" Technique

Small request for action accepted... followed by a larger request (connected with **Commitment**)

"Door-in-the-Face" Technique

Hefty request for action rejected... followed by smaller request (connected with **Reciprocity**)

Social Facilitation

mere presence of others ENHANCES performance (more likely to happen when the task performed is well-learned or familiar)

Social Inhibition

mere presence of others INHIBITS performance (more likely to happen when the task performed is unfamiliar and difficult)

Social Loafing

people in a group are less likely to contribute if individual contributions are hard to identify

Group Polarization

After discussion within the group the prevailing attitudes of the group are ENHANCED (group becomes even more set in its ways; OR group becomes even more divided)

Groupthink

occurs when the desire for group harmony outweighs viewing other alternatives (usually occurs with isolated, high conformity groups AND/OR groups with a strong leader)

Deindividuation

Individual giving up of normal behavioral constraints because of group; less self-conscious and less self-restrained